

# POWER POINT FOR ***COMMUNICATIVE*** PURPOSES

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- *“THE ABILITY TO SPEAK WITH COMPETENCE AND CONFIDENCE WILL PROVIDE EMPOWERMENT. IT WILL GIVE YOU AN EDGE THAT OTHER, LESS SKILLED COMMUNICATORS LACK – EVEN THOSE WHO MAY HAVE SUPERIOR IDEAS, TRAINING, OR EXPERIENCE.”*

- *(A CONCISE PUBLIC SPEAKING HANDBOOK, BEEBE & BEEBE 2009:2)*

# TOP FACTORS EMPLOYERS SEEK IN JOB CANDIDATES (JOURNAL OF THE ASSOCIATION FOR COMMUNICATION ADMINISTRATION):

RANK/ORDER	FACTORS/SKILLS EVALUATED
1	Oral (spoken) communication
2	Written communication skills
3	Listening ability
4	Enthusiasm
5	Technical competence
6	Work experience
7	Appearance
8	Poise
9	Resume
10	Part-time or summer employment

# WHAT IS PUBLIC SPEAKING?

- **TASK 1:**

IN PAIRS DISCUSS AND WRITE DOWN CHARACTERISTICS OF SPEAKING IN PUBLIC.

# PUBLIC SPEAKING VS. CONVERSATION

Public speaking characteristics	Conversation characteristics
<ul style="list-style-type: none"><li>- More planned, practiced</li><li>- Formal language</li><li>- Non-verbal communication (present, but not previously practiced and not overemphasized!)</li><li>- Greater physical difference between the speaker and the audience</li><li>- Roles of speaker &amp; audience:<ol style="list-style-type: none"><li>1) clearly defined</li><li>2) Less interactive</li><li>3) In absence of interruption (until discussion time)</li><li>4) No cooperation and negotiation</li></ol></li></ul>	<ul style="list-style-type: none"><li>- Not planned, spontaneous</li><li>- Causal language, even slang</li><li>- Non-verbal communication (not planned)</li><li>- Smaller physical distance – even the case of violating the ‘space bubble’</li><li>- Roles of speaker &amp; audience:<ol style="list-style-type: none"><li>1) NOT clearly defined</li><li>2) Interactive</li><li>3) With frequent interruptions and anxiety in speaking</li><li>4) Cooperation and negotiation present</li></ol></li></ul>

- BEING **AUDIENCE-CENTERED** INVOLVES MAKING DECISIONS ABOUT WHAT YOU SAY, BUT EVEN MORE HOW YOU SAY IT!
- HOW YOU SAY YOUR IDEAS, ESPECIALLY WHEN USING VISUALS, EVEN MORE INCREASES THE LEVEL OF DIFFICULTY OF PUBLIC SPEAKING!

- **TASK 2: DISCUSS YOUR VIEWS ON THE FOLLOWING:**
- 1) WHAT PROBLEMS DO YOU ENCOUNTER WHEN PREPARING A POWERPOINT PRESENTATION?
- 2) WHAT PROBLEMS DO YOU ENCOUNTER WHEN LISTENING TO A POWERPOINT PRESENTATION?

# CONSIDERING ELEMENTS OF A GOOD POWER POINT PRESENTATION

1. STRUCTURE OF SLIDES
2. QUANTITY OF INFORMATION INCLUDED
3. GROUPING THEMATICALLY-RELATED ISSUES
4. USE OF VISUALS IN THE SLIDES (DRAWINGS, PICTURES, DIAGRAMS...)
5. GRAPHIC IMAGE OF NUMERICAL DATA
6. CONSISTENCY OF GRAPHIC DESIGN
7. CHOICE OF TYPE AND SIZE OF FONTS
8. CHOICE OF COLORS FOR PRESENTATION DESIGN
9. CONTRAST



- **1. STRUCTURE OF SLIDES**

- - THE SLIDES SHOULD BE SEPARATED TOPICALLY INTO THE INTRODUCTORY, BODY AND CONCLUDING SEGMENTS

- WE MAY VISUALIZE THIS DIVISION IN THE FOLLOWING MANNER:

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- *‘TELL THEM WHAT YOU’RE GOING TO TELL THEM’* (INTRODUCTION)

- *‘TELL THEM’* (BODY)

- *‘TELL THEM WHAT YOU’VE TOLD THEM’* (CONCLUSION)

- **WHY IS THIS PROMISE PATTERN IN THE STRUCTURE OF SLIDES IMPORTANT?**

## **2. QUANTITY OF INFORMATION INCLUDED**

### **3. GROUPING THEMATICALLY-RELATED ISSUES**

- - THE NUMBER OF SLIDES USUALLY REFLECTS THE (IN)ADEQUATE **QUANTITY OF INFORMATION** THAT HAS BEEN USED IN THE PRESENTATION
- **WHY IS IT NOT GOOD TO USE A GREAT NUMBER OF SLIDES AND A LOT OF INFORMATION ON THE SLIDES?**
- **REMEMBER:**
  - 1) POWER POINT IS A VISUAL AID IN PRESENTING/TEACHING!
  - 2) AS A VISUAL AID IT SHOULD ONLY BE USED TO AID/HELP THE RECEPTION OF THE PRESENTATION
  - 3) THEREFORE, PP IS THERE TO CONDENSE THE INFORMATION (ESPECIALLY BY **GROUPING THEMATICALLY-RELATED ISSUES**)

## 4. USE OF VISUALS IN THE SLIDES

## 5. GRAPHIC IMAGE OF NUMERICAL DATA

## 6. CONSISTENCY OF GRAPHIC DESIGN

- VISUAL IMAGES ARE COMPLEMENTARY ELEMENTS IN PP PRESENTATIONS. = ESP. USEFUL WHEN THERE IS A NEED TO PRESENT A GREAT AND COMPLEX QUANTITY OF INFORMATION (GRAPHS, PICTURES, TABLES, DRAWINGS...)
- HOWEVER, ALL VISUALS MUST BE CLOSELY RELATED TO THE TOPICS COVERED IN PP PRESENTATIONS!
- GRAPHIC IMAGE OF NUMERICAL DATA MAY BE EXTREMELY BENEFICIAL, BUT VERY MUCH CONFUSING IF IT OVERWHELMS THE AUDIENCE!
- THEREFORE, WHEN GRAPHIC IMAGE IS TOO COMPLEX FOR SIMPLE GRAPHS FOR THE SLIDES, A SUGGESTION IS TO INCLUDE ADDITIONAL MATERIAL ON HANDOUTS FOR ADDITIONAL READING AT HOME.
- COMPLEX VISUAL/GRAPHIC IMAGES MAY BECOME ADDITIONALLY DIFFICULT TO UNDERSTAND IF THE PRESENTER INCLUDES INCONSISTENT GRAPHIC DESIGN OF THE SLIDES. USING CONSISTENT GRAPHIC DESIGN HELPS IN REMEMBERING THE MATERIAL.

# 7. CHOICE OF TYPE AND SIZE OF FONTS

FONT CATEGORIES	EXAMPLS OF FONT TYPES
<b>SERIF</b>	Times New Roman, Cambria, Baskerville, Georgia...
<b>SANS SERIF</b>	Calibri, Arial, Century Gothic, Lucidia Sans Unicode, Verdana...
<b>SCRIPT</b>	<i>Brush Script MQ, Mistral...</i>
<b>DECORATIVE</b>	<i>Ginga, Old English Text MT...</i>

- MOST DESIGNERS AGREE ON THE FOLLOWING FACTS:
  - 1) YOU SHOULD NOT USE MORE THAN 2 FONTS IN THE SAME VISUAL AID (PP PRES.)
  - 2) THESE 2 FONTS SHOULD BE FROM 2 DIFFERENT FONT CATEGORIES
- BY CONSIDERATIONS OF **READABILITY** AND **CLARITY** THE FOLLOWING FONT CATEGORIES ARE:
  - **ACCEPTABLE**
    - SANS SERIF (TITLE) – CLEAN AND CLEAR
    - SERIF (SUBTITLE & TEXT) – MORE READABLE
  - **UNACCEPTABLE**
    - SCRIPT – IMITATE HANDWRITING (CAN BE COMPLEX AND HARD TO READ)
    - DECORATIVE – CONVEY A FEELING/TONE (ONLY USE FOR SPECIAL EMPHASIS)

- FONT SIZE SUGGESTIONS (BEEBE & BEEBE 2009:183):
- **TITLES** – FONT 44
- **SUBTITLES** – FONT 32
- **TEXT** – FONT 28
- HOW DO WE ESTABLISH **EMPHASIS** IN PP PRESENTATION TEXT?
- *ITALICS*, CAPITALS (UPPERCASE LETTERS), **BOLD** ?
- KEEP IN MIND – *OUR EYES ARE ACCUSTOMED TO SEEING CONTRASTING LETTER SHAPES!*

# 8. CHOICE OF COLORS FOR PRESENTATION

## DESIGN

# 9. CONTRAST

- USE COLOR TO CREATE A MOOD AND SUSTAIN ATTENTION.
- **WARM COLORS** – COMMUNICATE EXCITEMENT AND INTEREST (FOR MORE POSITIVE MESSAGES)
- **COOL COLORS** – HAVE A MORE CALMING EFFECT ON VIEWERS (FOR MORE NEGATIVE MESSAGES)
- CONTRAST – RELATES TO AVOIDING CONFLICTING COLORS (IE. PURPLE TEXT AGAINST BLUE BACKGROUND – BOTH ARE DARK COLORS, BETTER – YELLOW TEXT AGAINST BLUE BACKGROUND).
- - COLORS MUST BE HARMONIOUS AND IN GREAT CONTRAST AGAINST EACH OTHER = **DARK & LIGHT**
- - KEEP IN MIND THAT SOME PEOPLE IN YOUR AUDIENCE MAY BE COLOR-BLIND!

- **TASK 3:** IN REVIEW OF ELEMENTS OF PP PRESENTATIONS REFLECT UPON THIS PRESENTATION AND NOTE FLAWS IN THE CONTENT AND COMPOSITION OF SLIDES.